

## Selecting the Right Media Outlets

Once you have targeted your audience, you need to determine the best media outlets for reaching it. This worksheet will help you examine the possibilities and make the best decisions. You should use this checklist for each public relations effort, even if you use a press release distribution service. A distribution service may not bring up some highly targeted and critically important media outlets that seem obvious to you. Use this checklist in conjunction with your media directories, and write down the names of specific media on the line provided.

Date: \_\_\_\_\_

Product/service: \_\_\_\_\_

Project: \_\_\_\_\_

Audience: \_\_\_\_\_

This audience is:

- General
- Specific and targeted:
  - Local only
  - Regional
  - National
  - International

This audience can be best reached through:

*Mass Media*

Network television

\_\_\_\_\_  
\_\_\_\_\_

Network radio

\_\_\_\_\_  
\_\_\_\_\_

Mass circulation magazines

\_\_\_\_\_  
\_\_\_\_\_

Big-city daily newspapers

\_\_\_\_\_  
\_\_\_\_\_

- Suburban daily and weekly newspapers

---

---

- Wire services

---

---

- Syndicates and columnists

---

---

*Specialized consumer media*

- Special-interest television programs

- Broadcast  Cable

---

---

- Special-interest radio programs

- National  Local

---

---

- Special-interest consumer magazines

---

---

- Special-interest columnists:

- National  Local

---

---

*Specialized business media*

- Business-oriented television programs:

- National  Local

---

---

Business-oriented radio shows:

National  Local

---

---

National business newspapers, mass circulation

---

---

National business magazines, mass circulation

---

---

Trade magazines

---

---

Business columnists

---

---

Newsletters

---

---

Other (specify):

---

---

A few tips to remember...

- Magazines generally run on a long lead time, roughly six months. So, to pitch for back-to-school stories that would run in August, you need to be pitching to editors in January/February.
- Publications like stories that have a unique or counterintuitive twist that can act as a good hook or teaser for readers.
- If you are pitching a research study, be sure that is actionable. There needs to be a takeaway that readers get from the study. (i.e. "You can do this by...")
- Television is most useful for guest appearances or interviews, so if you don't anticipate the individual being available, you may want to stay away from pitching television producers.
- Media like stories that show a trend or pattern, especially ones that have national significance.